

Seat No. : 2504B

**AK-119**

April-2016

**B.Com., Sem.-IV**

**209 : Commercial Communication – IV**

**Time : 3 Hours]**

**[Max. Marks : 70**

**14**

1. Write brief answers of any **seven** of the following :

- (1) Who were the members of the Temple Construction Committee in the story 'Diamond Rice' ?
- (2) Why was the grandfather chosen to serve on the committee ?
- (3) Explain why Dr. Khanna's four week trip to India is described as a success.
- (4) What did Dr. Khanna's father do on the way back from the town ?
- (5) What made Khanna develop a strange disease - a burning sensation in his feet?
- (6) What are Taipan's retirement plans?
- (7) What made Taipan panic and why did he want to leave China ?
- (8) Why was the narrator astonished by the clergyman's statement in the story 'Luck'?
- (9) What according to the clergyman is the best thing that can befall a man in the story 'Luck' ?

**14**

2. Write short notes on any **two** of the following :

- (1) The Grain Merchant-Kondiah
- (2) Character sketch of Taipan
- (3) Role of Luck in the career of Scoresby

**14**

3. Discuss in detail Physical Barriers to Communication.

**OR**

Write a note on Upward Communication. Point out its objectives, advantages and limitations.

4. Write a letter on behalf of Moon Sales Agency to its Principal giving suitable explanation for decline in sales in its area.

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**OR**

Draft a letter on behalf of the Principal offering terms and conditions for its agency.

**P.T.O.**

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5. (A) Write a circular letter from Zenith Electronics to its dealers announcing an increase in prices of its products.

OR

Draft a circular letter on behalf of the Sun Industries to its dealers intimating them about the change of one of the marketing Executives in your company.

- (B) Do as directed :

- (I) Match the following :

(A)

(B)

- |                          |   |
|--------------------------|---|
| (1) Keep it up           | (a) to keep a watch                       |
| (2) Hat-trick            | (b) by any Means.                         |
| (3) To keep one's eye on | (c) to continue a good performance        |
| (4) By hook or crook     | (d) three successive events or happenings |

- (II) Give meanings of the following :

- (1) Sailing in the same boat
  - (2) Himalayan Task
  - (3) To take over
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